

Governor's Council on Small Business

Progress Report September 2007

Access to Affordable Healthcare Sub Committee: David Steele

Recommendations	Progress
<p>Eliminate statutory and regulatory barriers to Health Care Group enrollment</p> <p>Identify key strategic partnerships and market strategies to increase Health Care Group enrollment</p> <p>Develop innovative benefit designs that provide flexible consumer driven health care to help control the costs of providing health care coverage</p> <p>Provide incentives and broader solutions to improved health care coverage for small businesses with an emphasis on the uninsured and/or under-insured.</p>	<p>On behalf of the Governor's Council on Small Business and the Governor's Council on Workforce Policy, Commerce applied for \$100,000 with the Commerce Economic Development Commission (CEDC). These funds will be used to engage a consultant charged with evaluating and assessing the costs of potential state-sponsored solutions for affordable health care for small businesses based on the council's recommendations.</p>

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Access to Financial Capital: Barbara Bruce

Outreach, Communications and Marketing Sub Committee: Joann Hardy Carranza

Recommendations	Progress
Enhance Commerce's Small Business Website linking state, regional and local resources and Establish a central location for business financing information	<ul style="list-style-type: none">• Under the leadership of Small Business Services, Commerce has updated its Small Business website driving visitors to the following tools that provide comprehensive resource information about how to start, operate and grow a business in Arizona:<ul style="list-style-type: none">◦ <i>Arizona Entrepreneur's Edge</i>: a new resource guide has been created and is now available online. It is searchable, downloadable and printable by selection, pages and chapters. A printed version will be available in the upcoming months and distributed to libraries, state agencies and city licensing offices◦ <i>Step-by-Step Checklist</i>: this comprehensive online programs allows for 24/7 access to a customized checklist for what businesses need to know, who they need to contact and where they need to go for business licensing, registration, tax requirements, funding, hiring, certification, procurement opportunities and much more• For easy access to information a list of quick links has been created, in particular to education/seminars and incentives, such as the Arizona Job Training Grant and Angel Tax Credit• A statewide service matrix, outlining services, target clients, geographic representation and contact information, to serve as a tool for further alignment and effective delivery of services is in progress of completion• Local non-profit small business service providers (SELF, MAC, PPEP, NEDCO, Prestamos, Tucson Urban League) are participating in the Arizona Service Provider Network; gap analysis in small business lending and cooperation with leaders of financial institutions to commence in 2008• Upon further development of the Small Business Services (SBS) website, an icon will be provided to state agencies, the Arizona Service Provider Network, economic development entities, municipalities to be linked to the SBS website

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<p>Develop a Marketing Strategic Plan to inform small businesses of existing financial and educational resources and promote small business educational and statewide outreach opportunities to small business</p>	<ul style="list-style-type: none">• Marketing efforts are leveraged in concert with the Arizona Service Provider Network• Current educational outreach partners include the Arizona Small Business Development Center Network, Arizona Workforce Connection One-Stop Centers, Small Business Alliance of Southern Arizona, Arizona Department of Revenue, Super Bowl Host Committee Emerging Business Program; additional channels and resources under consideration• Collateral materials to be developed to promote Commerce's program, in particular the Arizona Job Training Program• In September 2007, Commerce is scheduled to conduct two Arizona Job Training Grant workshops in Tucson providing technical assistance in completing the application; the workshops are co-marketed in collaboration with Tucson Minority Enterprise Development Week, Pima Community College Small Business Development Center, and the Microenterprise Advancement Center• In collaboration with the Arizona Small Business Association (ASBA), the September/October edition of BizAz featured Commerce, its Arizona Innovation Accelerator, the Arizona Job Training Grant, the Council and the Arizona Service Provider Network.• Town Halls are in the process of being organized. Payson has agreed to host a Town Hall in November; tentative topics to include Healthcare, Energy Incentives and Business Incentives. Tentatively, Town Halls in Casa Grande and Flagstaff are planned for spring 08 and summer 08.
<p>Enhance rural community outreach</p>	<ul style="list-style-type: none">• Regional managers, equipped with the tools and resources to promote statewide programs targeted for small businesses act as on-site ambassadors for available business incentives and programs• Under the leadership of Commerce's Small Business Services, the printed Arizona Entrepreneur's Edge will be distributed statewide• The Arizona Small Business Development Center Network will be launching a centralized website outlining workshops, events and seminar available at their eleven centers located throughout the state; a link to this site will be made available on the SBS webpage• Hands-on Workshops, in partnership with statewide stakeholders are being conceptualized and planned for 2008; focus on rural outreach and collaboration with eleven Small Business Development Centers

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Workforce Development for Small Business Sub Committee: Rosiland Moore

Recommendations	Progress
Increase awareness and knowledge of existing resources	<ul style="list-style-type: none">• Stakeholders have been identified and included in the Arizona Service Provider Network, comprised of private and public organizations serving small business• A statewide service matrix, outlining services, target clients, geographic representation and contact information, to serve as a tool for further alignment and effective delivery of services is in progress of completion• Hands-on Workshops, in partnership with statewide stakeholders are being conceptualized and planned for 2008• In September 2007, Commerce is scheduled to conduct two Arizona Job Training Grant workshops providing technical assistance in completing the application• Under the leadership of the Small Business Services division the Small Business website has been updated with quick links to the Arizona Job Training Grant and a workforce page to the online program
Research transportation and short-term or emergency childcare options available statewide for small businesses	<ul style="list-style-type: none">• On the Commerce website under the Workforce Development, a Small Business Resource webpage has been added with the following links:<ul style="list-style-type: none">◦ www.azcommerce.com/smallbiz: A centralized resource for information on business licensing, certification, procurement opportunities and statewide resources for every stage of your business development.◦ www.Az211.gov: this website was created to provide information about child care, jobs, health care, and insurance, and also for State and local emergency bulletins, by keyword and ZIP code.◦ www.AzCareCheck.com: Last month, the Governor's Office unveiled this site enabling users to search for child care centers across Arizona, among nursing homes and assisted living facilities, by name, address and/or ZIP code◦ www.arizonachildcare.org: The Arizona Child Care Resource and Referral (CCR&R) is a community service which matches parents seeking child care with child care resources.• Transportation options are currently being researched• Research identifying types of jobs benefiting from flexible work arrangements currently

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	<p>being undertaken</p> <ul style="list-style-type: none">• In collaboration with the Governor's Council on Workforce Policy, strategies are being explored with DES to discuss informational and outreach efforts• Strategic marketing plan and outreach plan currently under development and to be executed once resources, fact sheets, websites, etc are available
Identify job training, apprenticeship, education programs for small businesses	<ul style="list-style-type: none">• ASU Polytechnic recently launched ASSET or ATIC Student Success in Entrepreneurship Training that will overcome the hurdle of placing students as industry interns to gather valuable experience both technically and understanding of the technology businesses in an enterprise setting. The program is open to any student at ASU.• Identification of best practices by small business in Arizona that offer job training and apprenticeship programs segmented by industry to commence soon
Identify and promote corporate underwriting and capacity development programs targeted to small business	<ul style="list-style-type: none">• APS AAAME (Academy for the Advancement of Small, Minority and Women Owned Enterprises) program to be promoted through the Arizona Service Provider Network• Exploration of increased awareness of corporate support and programs to aid small business to commence soon